

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #611800
Mr. J. Beaver
STANDARD ROSENBAUM

JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007

Dear Joe:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with 96 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
<i>Light</i>	12300-24864	<u>6</u>
<i>Lt 100</i>	12300-24865	<u>12</u>
<i>Men Lt 100</i>	12300-24868	<u>6</u>
<i>FF</i>	12300-24869	<u>6</u>
<i>FF 100</i>	12300-24866	<u>12</u>
<i>Ult Lt 100</i>	12300-24870	<u>6</u>

Displays (Item #535805)

SKU CUBE: 0.9982
SKU WT (w/o Product): 2.4900 lbs
Retail Sales Offer per Sku: 10 units

Billing per Sku: 10 Savings Cartons

Product / Display Arrival: January 6, 1998

Ship Date to Retail: Week of: January 19, 1998

EFT \$ Amount: \$7,250.01

51854 9194

\$7.50 15-Pack
STANDARD ROSENBAUM

Promotion Description:

Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

**Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.
Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100**

**SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$216.00 (24 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc
cc: R. Tanchyk
L. E. MacWilliams

Enclosure: Customer List
Wholesalers Packing Instructions

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

PROMOTION #800007: DORAL \$7.50 OFF 15-PACKS

CUSTOMER LIST

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:

ONE 15-PK CARTON EACH (DORAL LT/LT MEN 100/FF/ULT LT 100); AND

THREE 15-PK CARTONS EACH (LT 100/FF 100)

#/ CARTONS PER STYLE

D O R A L

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT 100	LT MN 100	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162303	704360	DOLLAR PLACE	2080 WESTERN AVE	GUILDERLAND	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 72926
162304	175520	VITA MART	MILTON AVENUE	BALLSTON SPA	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM
162304	500871	VITA MART	114 PARK AVE	MECHANICVILLE	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM
162304	596446	SANTOSH K. RAIZADA	4 FIRE RD	CLIFTON PARK	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM
162304	762959	THRUWAY BEVERAGE II	1184 STATE ROUTE 29	GREENWICH	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 0
162306	130132	SHOPP ON THE GREEN	HEALY BLVD	HUDSON	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 8375
162306	475428	TURNPIKE BEVERAGE	112 COLUMBIA TURNPK	RENSSELAER	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 15420
162306	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM
162306	563785	THRUWAY BEVERAGE	1621 COLUMBIA TPKE	CASTLETON ON H	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 0
162306	583069	BEVERAGE MART	79 MAIN AVE	WYNANTSKILL	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 15966
162306	637167	J&J RETAIL INC.	DBA \$1.00 DEALS	RENSSELAER	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM
162306	769337	PITSTOP DISCOUNT BEV	176 ROUTE 66	HUDSON	NY		15	30	15	15	30	15	611800 STANDARD ROSENBAUM 51235
						96						CASE TOTALS: 6/12/6/6/12/6	

51854 9196

11/24/97O-800007.XLS

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS

1ST QTR. '98

January DORAL \$7.50/15 PK

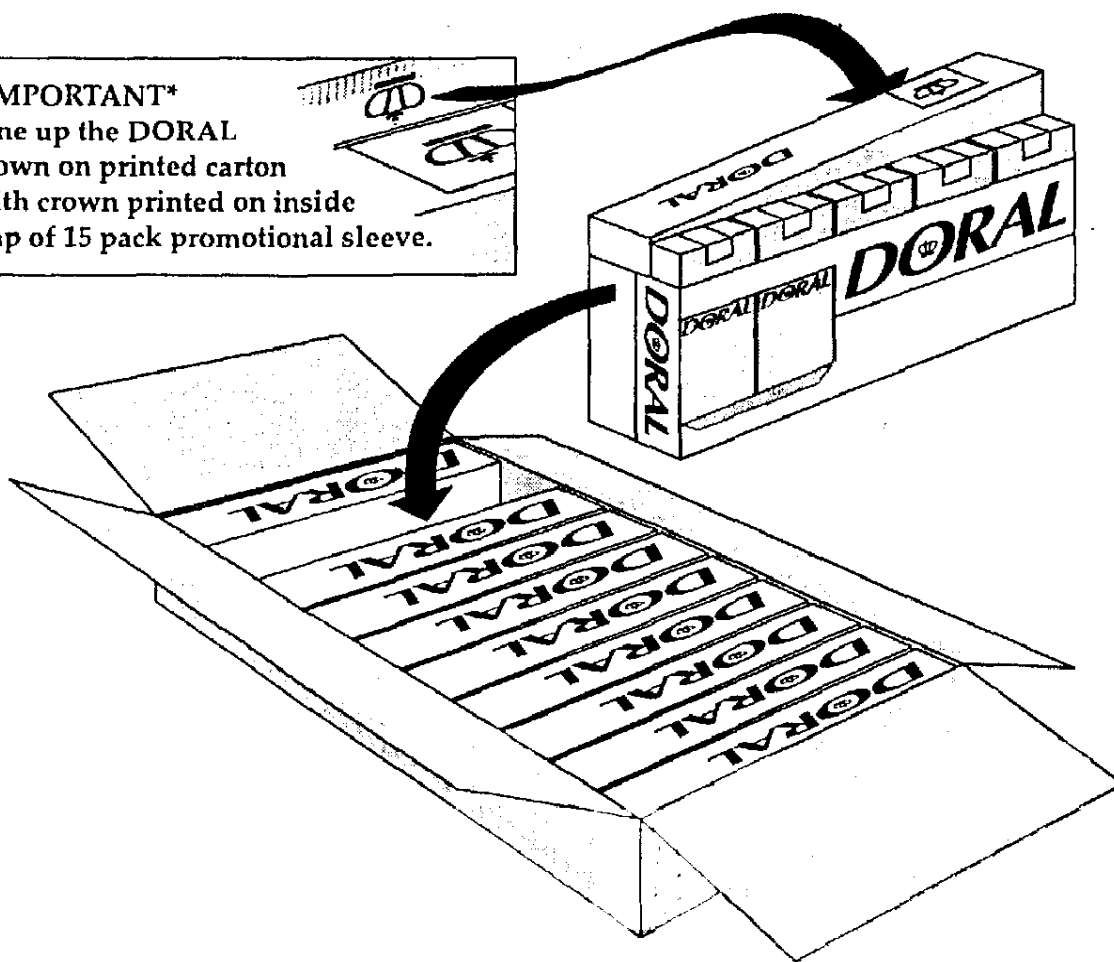
(Load 5 packs/Load 1 carton)

STEPS

1. Open DORAL \$7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.

IMPORTANT

Line up the DORAL crown on printed carton with crown printed on inside flap of 15 pack promotional sleeve.



51854 9197

Item: # 535805

Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Emule	10	Carton	Brand	Mix in	Display